



## Call for Papers for a Journal of Consumer Policy Special Issue on **Behavioural Economics, Consumer Policy, and Consumer Law – An Interdisciplinary Perspective**

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Consumer policy and law is mainly based on an assumption of rationally acting consumers and suppliers and is deeply rooted in the information paradigm. It is a normative paradigm and suggests that consumers are able, willing, and competent to deal with information provided, to read different languages, to take informed rational decisions, and to enforce their information based rights. At the same time the information paradigm indicates that asymmetric information can be an impediment to welfare enhancing consumer decision making. Hence, regulated information on products and services is seen as the key device of consumer policy and law.

Nevertheless, there is significant debate about the value of such information provision for welfare enhancing consumer decisions and a growing academic and policy interest in behavioural economics (BE) as an alternative or in some ways complimentary approach to improving the consumer's position in the marketplace. BE analyses how market participants actually behave, how they deal with the information they receive, what ability they have to solve optimisation problems, and whether they are able to enforce their rights. Moreover, BE systematically looks into consumers' heuristics and biases and herewith into our limitations in decision making.

For this special issue of the JCP we invite papers that focus on **BE and consumer law, consumer economics, and the social sciences (politics, psychology, sociology)**. We are looking for both conceptual and empirical papers with a focus on how BE could potentially inform consumer policy (and on its limits). Papers can cover different sectors and markets (e.g., financial services, health services, new welfare markets, ICT, energy) and different countries. Comparative approaches are welcome.

We strive to initiate an interdisciplinary debate and will give priority to papers that develop concrete policy implications. Hence, papers should not only be of interest within a particular discipline, and should be directed towards informing and improving consumer policy.

Papers have to be submitted **before October 1st 2010** and should be submitted in electronic format according to the submission Guidelines and Instructions for Authors available at the journal website:

<http://www.springer.com/social+sciences/journal/10603>

## About the Journal of Consumer Policy (JCP)

The interdisciplinary JCP (Springer Publication) is a double blind peer reviewed, international journal which encompasses a broad range of issues concerned with consumer affairs. It publishes theoretical and empirical works on consumer and producer conduct using a wide variety of methodological approaches. It publishes four issues per year since more than three decades.

JCP looks at the consumer's dependence on existing social and economic structures, helps to define the consumer's interest, and discusses the ways in which consumer welfare can be fostered - or restrained - through actions and policies of consumers, industry, organisations, government, educational institutions, and the mass media.

Articles cover consumer issues in law, economics, and behavioural sciences. Current areas of topical interest include the impact of new information technologies, the economics of information, the consequences of regulation or deregulation of markets, problems related to an increasing internationalisation of trade and marketing practices, consumers in less affluent societies, the efficacy of economic cooperation, consumers and the environment, problems with products and services provided by the public sector, the setting of priorities by consumer organisations and agencies, gender issues, product safety and product liability, and the interaction between consumption and associated forms of behaviour such as work and leisure. The Journal reports on legal policy, and analyses trends in implementation of consumer law. It also considers the supply-side impact of consumer legislation and discusses consumer policy in different parts of the world.